



# HONEY CREEK RESORT

## STATE PARK



ON RATHBUN LAKE







- Current Snapshot
- Sales and Marketing
- Financial Picture
- Future Goals and Activities





HONEY CREEK RESORT  
STATE PARK



ON RATHBUN LAKE

## A State of Iowa Partnership

- Governor's Office
- Iowa General Assembly
- Honey Creek Premier Destination
- Resort Bond Authority
- Department of Management
- Department of Economic Development
- State Treasurer
- State Auditor
- Attorney General
- Natural Resource Commission
- Iowa Department of Transportation
- U.S. Army Corps of Engineers
- Rathbun Lake Resort, Inc.
- Appanoose County
- Monroe County
- ADLM
- City of Centerville
- Iowa Telecom
- Rathbun Regional Water
- Chariton Valley Electric
- Iowa State University



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# Honey Creek Resort State Park Management

## Central Group Companies, Inc.

- St. Cloud, Minnesota, since 1990
- 50 Properties managed around U.S.
- 200 Full-time and seasonal employees

## Responsible For:

- Operations and Management
- Marketing and Sales
- Financial Reporting







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# Current Snapshot





# Honey Creek Lodge



Great Room



Presidential Suite



Standard Room



Sitting Room





# Buccaneer Bay Indoor Water Park





# Rathbun Lakeshore Grille







Patio Dining Near Great Lawn



# Luxury Cabins



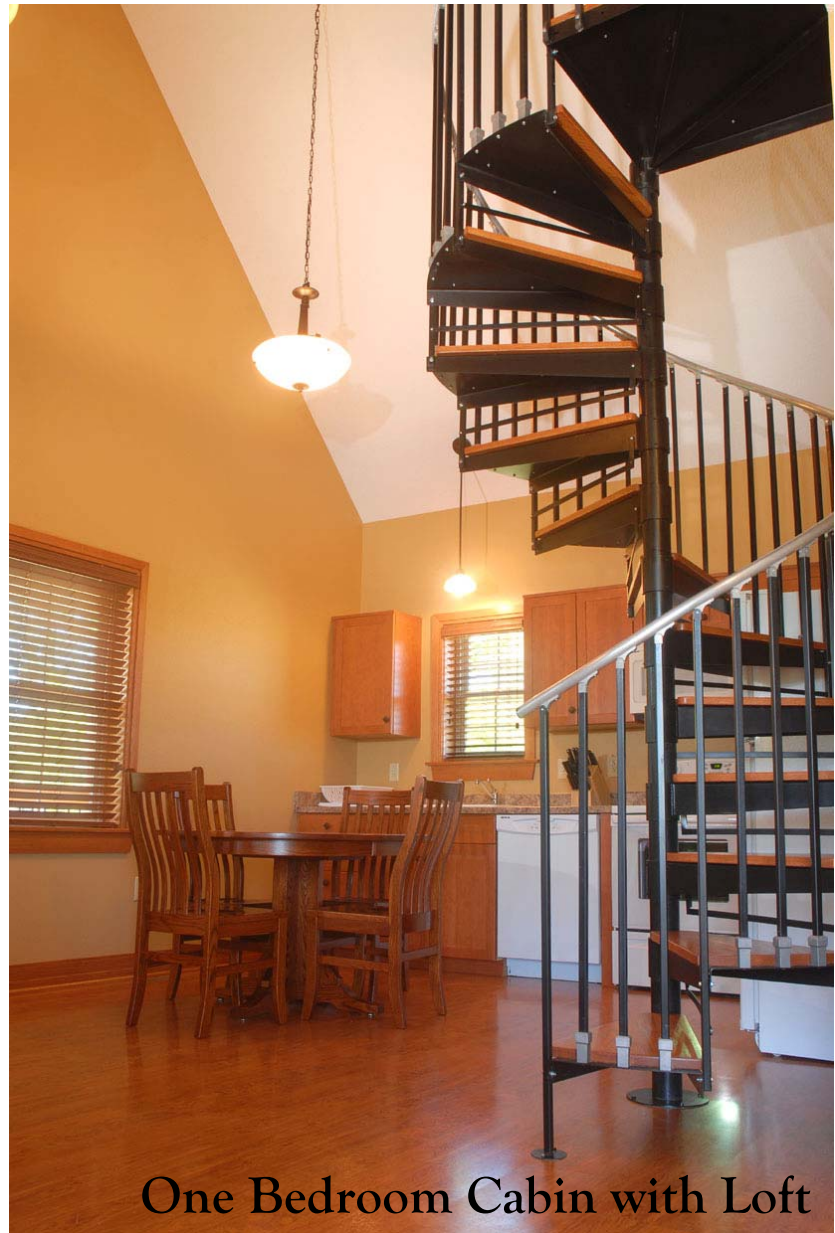
Two-Bedroom Cabin



Living Space



Bedroom



One Bedroom Cabin with Loft



# The Preserve





# Honey Creek Marina





# Playground







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# Sales and Marketing





# Group Sales:

## Booking Examples:

- Iowa Bar Association
- Iowa Hospital Association
- Iowa Corrections Association
- RC&D Coordinators
- Cargill
- Syngenta
- US Cellular
- Iowa Corrections Association
- Family Reunions
- 31 Weddings Booked in 2009
- 19 Weddings Booked in 2010

## Honey Creek Sales Team:

- New Sales Director
- 5 Full-Time Staff





## Old Threshers





## Weddings and Reunions





# Special Events

RAGBRAI





# Advertising and Promotions



Wake Up Des Moines!

Only \$39.50 for 18 holes

with Cart, Monday–Thursday before 10 a.m.

90 minutes south of Des Moines on Rathbun Lake

[www.honeycreekresort.com](http://www.honeycreekresort.com)





HONEY CREEK RESORT  
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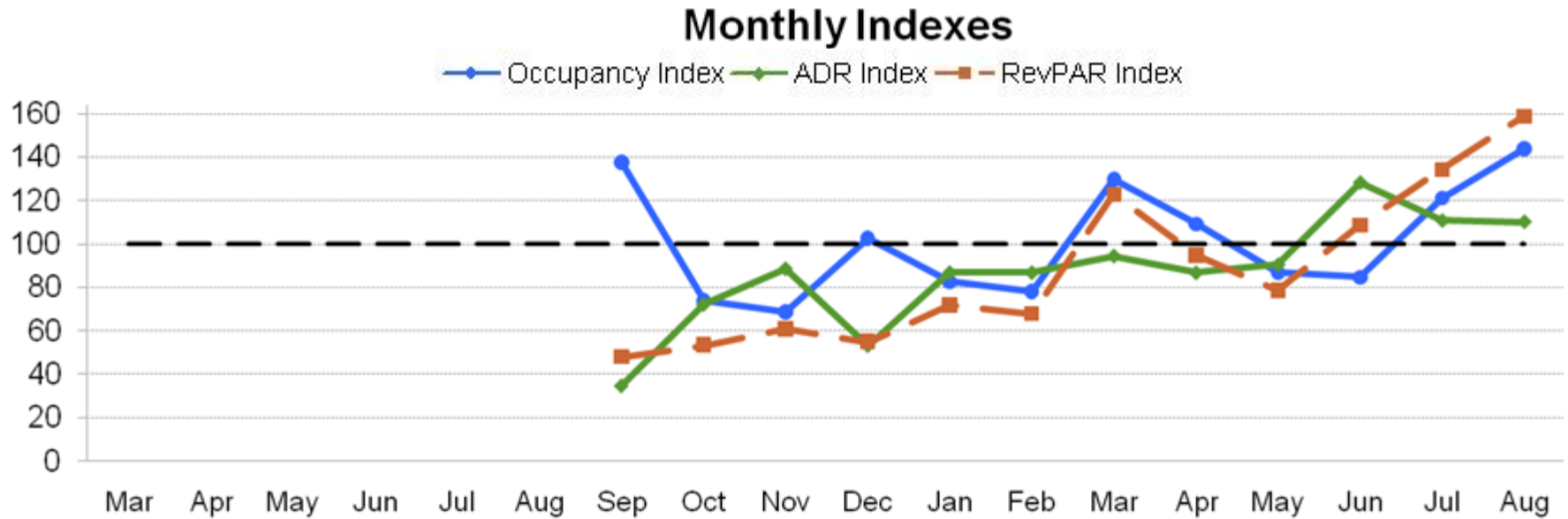
ON RATHBUN LAKE

# Financial Picture





# Comparison to Competitive Set



Competitive set includes:

- Clarion Amana Colonies Williamsburg; Williamsburg, Iowa
- Tan Tar A Resort Golf Club; Osage Beach, Missouri
- Eagle Ridge Resort & Spa; Galena, Illinois
- Lodge of the Four Seasons; Lake Ozark, Missouri
- King's Pointe Resort; Storm Lake, Iowa



# Occupancy Compared to Competitive Set

Occupancy (%)	2008										2009							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Honey Creek Resort State Park							72.6	39.6	27.3	28.7	22.2	25.6	61.5	41.0	36.6	51.8	73.6	69.9
Competitive Set	47.6	44.7	49.6	65.0	68.6	62.4	52.7	53.4	39.7	27.9	26.8	32.8	47.3	37.5	42.1	61.1	60.7	48.5

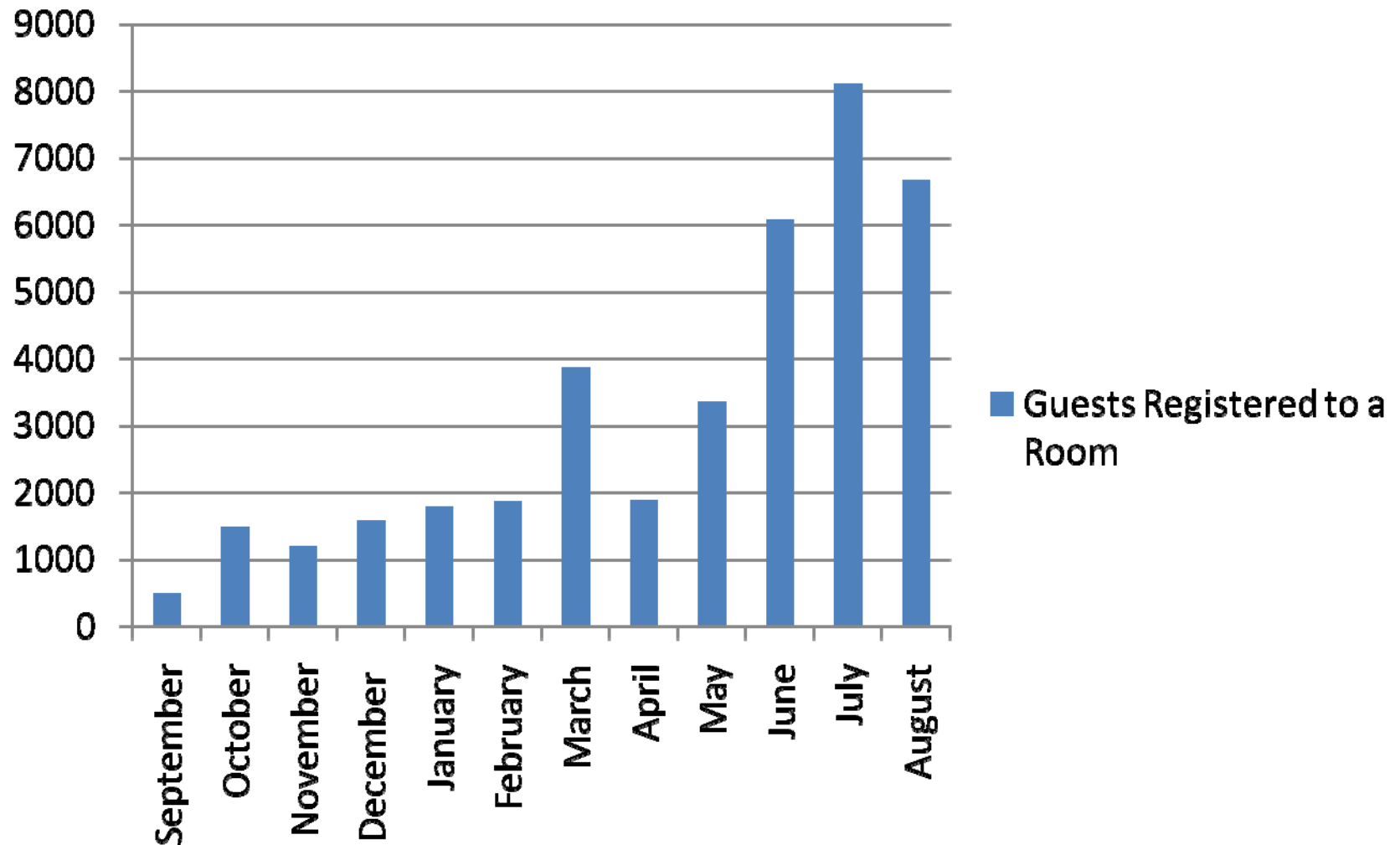
Year To Date		
2007	2008	2009
		46.7
50.3	50.0	44.8

Running 3 Month		
2007	2008	2009
		64.7
62.9	65.3	56.7

Running 12 Month		
2007	2008	2009
		45.3
45.4	48.9	44.3

# Number of Overnight Guests

September 2008 – August 2009







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# Challenges

- Construction
- Weather & Flooding
- Economic Downturn
- No Operating History
- Bond Payments





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# Future Goals and Activities





# Bentley Management Properties Inc.



September 2, 2009





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# Local Tourism

- Five county area
- Day-trip opportunities leading guests into communities
- Promote and support local business



Albia Town Square



Amish Heritage



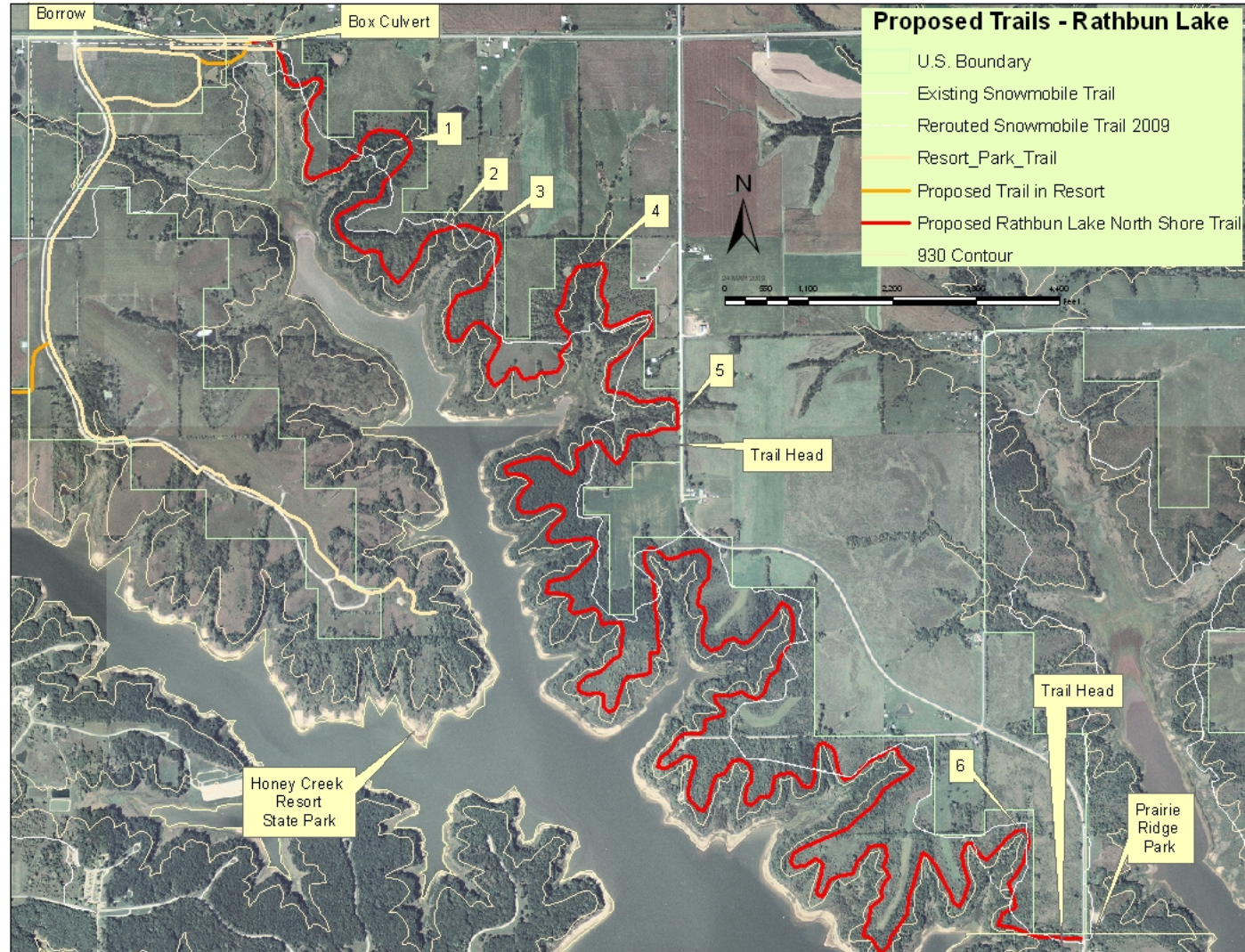
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ANTIQUES



# Trail Expansion

## Partnership with:

- U.S. Army Corps of Engineers
- Iowa Department of Natural Resources
- Appanoose County Trails
- Chariton Valley RC&D



## Advertising and Promotions

- Anniversary Special
- Hunting and Angling Packages
- Fall “Stay and Play” Golf Packages
- October Bike Festival
- New Year’s Party
- Valentine’s Day Special
- Wine and Jazz Festival

## Fall Group Sales

- Sales calls in Des Moines market
- Catering within 45-mile radius
- Multi-state conferences
- Statewide prospecting of large companies





# Partnership of Interpretation and Education with Iowa State University's Solar Building





### ISU's Solar Building:

- Renewable and sustainable
- Less waste
- Environmentally friendly materials
- Energy awareness
- Supports the mission of Honey Creek



















































# Honey Creek Resort State Park



Gateway to the Outdoors - Great Iowa Tradition